

**DEPARTMENT OF THE NAVY
BUREAU OF NAVAL PERSONNEL
5720 INTEGRITY DRIVE
MILLINGTON TN 38055-0000**

IN REPLY REFER TO
BUPERSINST 5450.16E
PERS-03
2 Oct 2000

BUPERS INSTRUCTION 5450.16E

From: Chief of Naval Personnel

Subj: MISSION AND FUNCTIONS OF NAVY RECRUITING COMMAND
(NAVCRUITCOM)

Ref: (a) OPNAVINST 5450.171C

Encl: (1) Mission and Functions of Navy Recruiting Command

1. Purpose. To issue revised mission and functions of Navy Recruiting Command (NAVCRUITCOM), per reference (a). This instruction has been changed substantially and should be read in its entirety.

2. Cancellation. BUPERSINST 5450.16D.

3. Status and Command Relationships. NAVCRUITCOM is a shore activity in an active, fully operational status under a Commander.

a. Command: Navy Recruiting Command

b. Echelon

1. Chief of Naval Operations
2. Chief of Naval Personnel
3. Commander, Navy Recruiting Command

c. Area Coordination:

Chief of Naval Education and Training

BUPERSINST 5450.16E
2 Oct 2000

4. Action. Commander, NAVCRUITCOM will ensure performance of the mission and functions in enclosure (1). Send recommended changes to Bureau of Naval Personnel (PERS-03).

G. L. HOEWING
Rear Admiral, U.S. Navy
Deputy Chief of Naval Personnel

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MISSION AND FUNCTIONS OF
NAVY RECRUITING COMMAND

MISSION

To recruit men and women for enlisted, officer candidate, and officer status in the Regular and Reserve components of the Navy. Prepare for Secretary of the Navy documents required for original appointment to warrant and commissioned grades.

FUNCTIONS

1. Develop, implement, and manage plans to recruit and select sufficient candidates of proper quality to meet recruiting goals prescribed by Chief of Naval Personnel for the various officer and officer candidate (except Naval Academy midshipmen) programs in the Regular and Reserve components of the Navy.
2. Develop, implement and manage plans to recruit and select sufficient enlisted personnel of proper quality to meet recruiting goals prescribed by Chief of Naval Personnel for the various enlisted programs in the Regular and Reserve components of the Navy.
3. Plan, develop and implement a national recruiting communications program for Navy Recruiting Command in printed, online, audio and visual media to create awareness of Navy opportunities and generate leads for recruiter follow-up.
4. Maintain distribution control of recruiting collateral materials for use in Navy recruiting programs.
5. Maintain liaison with civilian Friends of Navy organizations who actively support Navy recruiting.
6. Conduct analyses of recruiting activity performance, external influences, demographic data, personnel research reports, and other essential information impacting the recruiting effort.
7. Plan and develop a recruiting communications program to support retention efforts of the Navy. Plan and develop a recruiting communications program to support Naval Reserve recruiting.
8. Prepare for Secretary of the Navy documents required for original appointment to warrant and commissioned grades.
9. Provide support to assigned recruiting activities.

10. Supervise and coordinate preparation of the recruiting budget.
11. Prepare and publish governing policies and procedures for both officer and enlisted recruiting efforts.
12. Coordinate matters pertaining to Military Entrance Processing Stations (MEPS).
13. Foster submission of suggestions from personnel that will lead to improved performance of functions of Navy Recruiting Command and encourage a high degree of initiative and discipline.
14. Operate video/audio documentation facilities and still photographic/graphic facilities to support unscheduled and/or time-sensitive visual information requirements in direct support of recruiting activities and functions.
15. Develop, maintain, and control automated data processing and information systems to support management of recruiting functions in the field and at headquarters.